

**That Which is Claimed:**

1. A cosmetic or dermatological water-in-oil emulsion, comprising  
(i) up to 95% by weight of a water phase,  
5 (ii) up to 60% by weight of a lipid phase,  
(iii) up to 10% by weight of one or more emulsifiers, and  
(iv) up to 5% by weight of one or more ammonium acryloyldimethyl-  
taurate/vinylpyrrolidone copolymers,  
based on the total weight of the emulsion.

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2. The emulsion as claimed in claim 1, wherein the content of the one or more ammonium acryloyldimethyltaurate/vinylpyrrolidone copolymers is from 0.01 to 5% by weight, based on the total weight of the emulsion.

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3. The emulsion as claimed in claim 1, wherein its lipid content is from 0.5 to 60% by weight, based on the total weight of the emulsion.

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4. The emulsion as claimed in claim 1, wherein its lipid content is from 10 to 30% by weight, based on the total weight of the emulsion.

5. The emulsion as claimed in claim 1, wherein the water phase includes water and one or more compounds selected from the group consisting ethanol, isopropanol, propylene glycol, glycerol, ethylene glycol, ethylene glycol monoethyl ether, ethylene glycol monobutyl ether, propylene glycol monomethyl ether, propylene  
25 glycol monoethyl ether, propylene glycol monobutyl ether, diethylene glycol monomethyl ether, diethylene glycol monoethyl ether, 1,2-propanediol, and glycerol.

6. The emulsion as claimed in claim 1, wherein the water phase includes at least one hydrocolloid or thickener.

7. The emulsion as claimed in claim 1, wherein the lipid phase includes one or more compounds selected from the group consisting of 2-ethylhexyl isostearate, octyldodecanol, isotridecyl isononanoate, isoeicosane, 2-ethylhexyl cocoate, C<sub>12-15</sub>-alkyl benzoate, caprylic/capric triglyceride, dicaprylyl ether.

8. The emulsion as claimed in claim 1, wherein the emulsifier includes one or more compounds selected from the group consisting of glyceryl monostearate, glyceryl monoisostearate, glyceryl monomyristate, glyceryl monooleate, diglyceryl monostearate, diglyceryl monoisostearate, propylene glycol monostearate, propylene glycol monoisostearate, propylene glycol monocaprylate, propylene glycol monolaurate, sorbitan monoisostearate, sorbitan monolaurate, sorbitan monocaprylate, sorbitan monooleate, sucrose distearate, cetyl alcohol, stearyl alcohol, arachidyl alcohol, behenyl alcohol, isobehenyl alcohol, selachyl alcohol, chimyl alcohol, polyethylene glycol(2) stearyl ether (steareth-2), glyceryl monolaurate, glyceryl monocaprate, and glyceryl monocaprylate.

9. The emulsion as claimed in claim 1, wherein the emulsifier includes both a water-in-oil emulsifier and an oil-in-water emulsifier.

10. A cosmetic or dermatological water-in-oil emulsion, comprising

- (i) up to 95% by weight of a water phase,
- (ii) from 20 to 60% by weight of a lipid phase, based on the total weight of the preparation,
- (iii) up to 10% by weight of one or more emulsifiers,
- (iv) from 0.01 to 5% by weight of one or more ammonium acryloyldimethyl-taurate/vinylpyrrolidone copolymers, and

(v) one or more compounds selected from the group consisting of dyes, color pigments, pearlescent pigments, UV filters, and antioxidants.

11. The emulsion as claimed in claim 10, wherein one or more antioxidants is present in an amount from 1 to 10% by weight, based on the total weight of the emulsion.

12. The emulsion as claimed in claim 10, wherein one or more antioxidants is selected from the group consisting of vitamin E, vitamin E derivatives, vitamin A, vitamin A derivatives, carotenes, and carotene derivatives.

13. The emulsion as claimed in claim 10, wherein the total amount of dyes and color-imparting pigments is present in an amount from 0.1 to 30% by weight, based on the total weight of the emulsion.

14. The emulsion as claimed in claim 10, wherein the total amount of dyes and pigments is present in an amount from 0.5 to 15% by weight, based on the total weight of the emulsion.

15. The emulsion as claimed in claim 10, wherein the total amount of dyes and pigments is present in an amount from 1.0 to 10% by weight, based on the total weight of the emulsion.

16. An eye shadow, including the emulsion as claimed in claim 10.

17. A method of treating skin or hair, comprising applying to the skin or hair a cosmetic or dermatological water-in-oil emulsion, comprising

- (i) up to 95% by weight of a water phase,
- (ii) up to 60% by weight of a lipid phase,

- (iii) up to 10% by weight of one or more emulsifiers, and
- (iv) up to 5% by weight of one or more ammonium acryloyldimethyl-  
taurate/vinylpyrrolidone copolymers,

based on the total weight of the emulsion.

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18. The method as claimed in claim 17, wherein the cosmetic or dermatological water-in-oil emulsion is applied by spraying the emulsion from an aerosol container.

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19. The method as claimed in claim 17, wherein the cosmetic or dermatological water-in-oil emulsion is applied by means of a roll-on device.

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20. The method as claimed in claim 17, wherein the cosmetic or dermatological water-in-oil emulsion is applied from a squeezable bottle or bottle with a pump device.